



Telecommunications

AI-First CRM for the Telecommunication Industry

C3 AI® CRM for Telecommunications is an AI-first CRM that is purpose-built for professionals at wireless operators, cable companies, and internet providers, providing industry-specific capabilities for sales, marketing, channel partners, and services. C3 AI CRM includes the comprehensive and leading sales, marketing, and customer experience capabilities of Microsoft Dynamics 365 and Adobe Experience Cloud.

Using C3 AI CRM, telecommunications professionals can improve revenue forecasting accuracy, mitigate customer churn, improve product, demand, and traffic forecasting capabilities, maximize customer lifetime value, and strengthen customer relationships.

C3 AI CRM integrates traditional CRM data sources—such as sales and purchase records, marketing campaigns, monthly billing data, and customer service records—and 3rd party and external data sources—such as usage patterns, network traffic, service area coverage, field operation activity and logistics, social media, and competitor campaigns—into a robust, secure, and extensible unified telecommunications industry object model.

C3 AI CRM provides advanced machine learning algorithms and configurable AI-first workflows to streamline and enhance effectiveness of customer-facing operations across the telecommunications value chain.

AI-Driven Use Cases

Revenue Forecasting – Accurately forecast revenues in order to better prioritize sales efforts and improve financial planning by using AI models that look at all enterprise and extraprise data to predict which sales will close, why, where risks and opportunities are, and what can be done to address them

Customer Churn Management – Detect customer churn risks up to 90-days in advance with a 360-degree customer view, identify the drivers of churn risks, and use AI recommendations to prevent customer churn with custom offers and discounts

Next Best Offer – Identify what product to offer a customer by using AI to calculate their propensity to buy for each eligible product and service, understand the underlying drivers of the prediction, and receive recommendations on how to offer and convert the opportunity

Product Forecasting – Leverage AI to accurately forecast product and equipment demand in order to improve capacity and supply chain planning, thereby minimizing inventory levels while ensuring customer needs are met in time and before they consider other options

Demand & Traffic Forecasting – Accurately forecast network demand and traffic using AI in order to optimize network capacity, thereby driving a better customer experience, deepening customer relationships, and improving customer loyalty through fewer outages and less downtime risk

Customer Engagement – Unify customer service experiences across all channels, including retail stores, call centers, website, mobile, direct mail, and email, and leverage AI models to deliver personalized messaging at the right time through the right channel

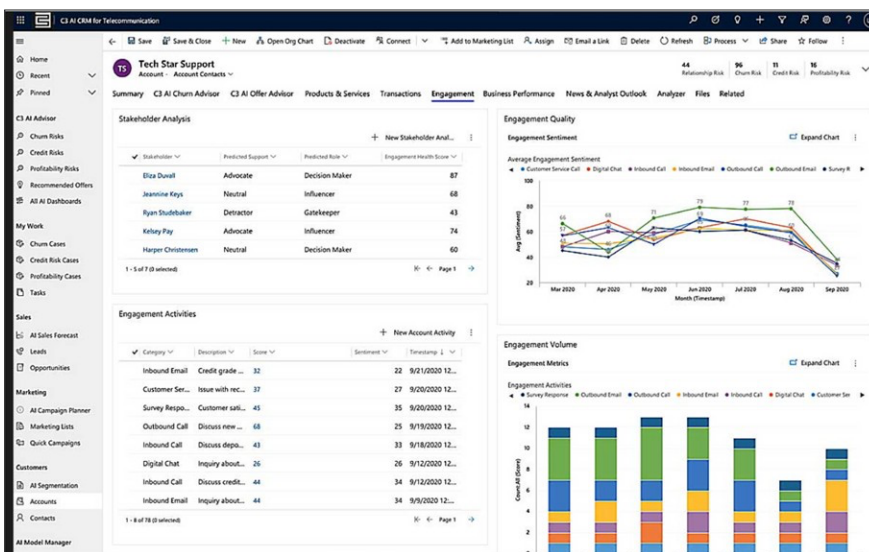


Figure 1. C3 AI CRM for Telecommunications helps detect customer churn risk, provides evidence for further investigation, and guides employees with AI-driven recommendations to prevent churn.

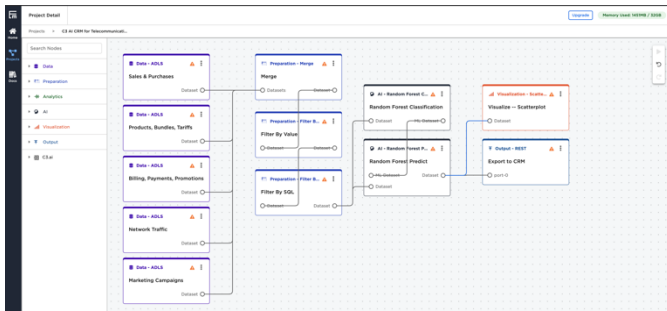


Figure 2. C3 AI CRM for Telecommunications provides pre-built AI templates for wireless operator, cable company, and internet provider customer use cases that can be rapidly configured and extended in no code tools.

AI-Driven Use Cases (cont.)

Customer Activation & Onboarding – Track customer activation from sale to installation to ensure efficient delivery of products and services, and use AI to optimize operations and detect delays in delivery

Call Center Deflection – Detect customer needs and complaints using AI and proactively reach out with content and assistance in order to reduce inbound call center traffic and increase customer satisfaction

Case Management – Manage customer service requests with end-to-end workflows and AI-driven insights to proactively recommend the best resolution

Unify All Enterprise and Extraprise Data to Enable a 360° Customer View

Traditional CRM Data Sources

- Sales & Purchase Records
- Marketing Campaign Records
- Products, Bundles, & Tariffs
- Customer Service Records
- Monthly Billing Data

AI-CRM Data Sources

- **Transactions:** Billing, Payments, Pricing, Promotions
- **Products:** Product Ownership, Bundles, Usage Patterns, Product Engagement
- **Operational:** Network Traffic, Coverage Footprint, Service Areas, Field Operations
- **Engagement:** Email, Call Center, Digital Service Channels, Website Clickstream, Interaction Logs
- **Social:** LinkedIn, Facebook, Twitter, Relationship Graphs
- **Competitors:** Product Bundles, Campaigns, Pricing, Customer History
- **Environments:** Weather, Satellite Imagery

Prevent Customer Churn, Increase Customer Satisfaction, and Maximize Lifetime Value

Prevent customer churn – With more data sources and more intelligence around customer behaviors and product usage, detect and mitigate customer churn risks through predictive insights and recommended preemptive actions

Improve customer satisfaction and loyalty – Improve customer satisfaction and loyalty through more meaningful, targeted communications, and leverage AI-driven insights to guide workflows by surfacing each customer’s needs, their engagement sentiment, and opportunity health analysis

Increase sales conversion and wallet share – Leverage AI-driven insights to score leads, predict likelihood to buy, and offer customers the best products to fit their needs in order to prioritize sales efforts and minimize acquisition costs

Maximize customer lifetime value – Continuously identify and propose new products and upsell maintenance services that a customer is likely to accept and that will maximize customer lifetime value

Streamline sales and customer processes – Reduce overhead through less time spent tracking and planning, and benefit from smarter identification of what the next best action is, when the action should be taken, and how it should be executed

Enhance customer service effectiveness – Transform service operations and increase customer satisfaction with AI-first workflows to rapidly detect, triage, and resolve customer issues

Proven Results in 8-16 Weeks

Visit c3.ai/get-started